North Coast Local Contractors Reach of Channel Utilization for Federal Fiscal Year 05

Channels utilized for services provided

Reporting Period	October March 3		_	April 1, 2005 - September 30, 2005		Totals
Activity	Utilized Channel	Percent of Agencies	Utilized Channel	Percent of Agencies	Average Utilized Channel	Average Percent of Agencies
LOCAL CONTRACTS	11	100%	12	100%	12	100%
CHANNELS						
Colleges and Universities Community Based	2	18%	1	8%	2	13%
Organizations	3	27%	7	58%	5	43%
Community Clinic Community Youth	4	36%	4	33%	4	35%
Organizations	4	36%	8	67%	6	52%
Faith/Church Sites	0	0%	2	17%	1	8%
Farmers' Markets	4	36%	7	58%	6	47%
Food Closets	5	45%	4	33%	5	39%
Grocery Stores	5	45%	4	33%	5	39%
Healthcare Facilities	2	18%	4	33%	3	26%
Healthy/Head Start	8	73%	6	50%	7	61%
Internet	4	36%	3	25%	4	31%
Parks, Recreation Centers	3	27%	4	33%	4	30%
Preschools	4	36%	3	25%	4	31%
Print Media	9	82%	9	75%	9	78%
Public Health Department	6	55%	5	42%	6	48%
Radio	5	45%	8	67%	7	56%
Restaurants	3	27%	1	8%	2	18%
Schools	10	91%	12	100%	11	95%
Senior Centers	0	0%	0	0%	0	0%
Soup Kitchens	0	0%	1	8%	1	4%
Television	3	27%	2	17%	3	22%
Tribal Organizations	4	36%	4	33%	4	35%
WIC Sites	3	27%	4	33%	4	30%
Worksites	0	0%	0	0%	0	0%
Other	7	64%	6	50%	7	57%

LOCAL TOTALS

North Coast Local Contractors Reach of Media Advertising Efforts for Federal Fiscal Year 05

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period	October March 3	•	April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising LOCAL CONTRACTS	Inputs 11	Consumer Impressions	Inputs 12	Consumer Impressions	Total Inputs	Total Consumer Impressions
TV						
paid TV ads	0	0	0	0	0	0
free TV ads	15	0	14	0	29	0
Radio						
paid radio ads	1	30,000	1	1,450,000	2	1,480,000
free radio ads	52	1,430,000	14	404,000	66	1,834,000
Print						
paid ads placed	1	12,000	1	13	2	12,013
Outdoor						
paid ads placed on billboards, bus stops, or other outdoor advertising	0	0	0	0	0	0
free print ads on kiosks or posters	0	0	2	0	2	0
LOCAL TOTALS	69	1,472,000	32	1,854,013	101	3,326,013

North Coast Local Contractors Reach of Public Relation Efforts for Federal Fiscal Year 05

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising LOCAL CONTRACTS	Inputs	Consumer Impressions	Inputs 12	Consumer	Total Inputs	Total Consumer Impressions
TV	11		12			
# Agencies that submitted media alerts or						
tip sheets to TV	0	n/c	1	n/c	1	n/c
# Media alerts or tip sheets submitted	2	n/c	4	n/c	6	n/c
# Agencies that submitted press releases	3	n/c	1	n/c	4	n/c
# press releases submitted	31	n/c	2	n/c	33	n/c
TV stories aired from releases	0	n/c	1	n/c	1	n/c
Total TV interviews conducted	0	n/c	4	n/c	4	n/c
TV stories from interviews	0	n/c	4	n/c	4	n/c
Total number of TV inputs	36	n/c	17	n/c	53	n/c
-				1	<u> </u>	
Radio						
# Agencies that submitted media alerts or						
tip sheets to radio	1	n/c	1	n/c	2	n/c
# Media alerts or tip sheets submitted	6	n/c	24	n/c	30	n/c
# Agencies that submitted press releases	1	n/c	1	n/c	2	n/c
# Press releases submitted to radio	8	n/c	1	n/c	9	n/c
Radio Stories from releases	7	n/c	29	n/c	36	n/c
Total # radio interviews conducted	7	n/c	24	n/c	31	n/c
Total # radio interviews aired	7	n/c	24	n/c	31	n/c
Total number of radio inputs	37	n/c	104	n/c	141	n/c
Print						
# Agencies that submitted media alerts or						
tip sheets to newspaper	2	n/c	3	n/c	5	n/c
# Media alerts or tip sheets submitted	6	n/c	14	n/c	20	n/c
# Agencies that submitted press releases	3	n/c	7	n/c	10	n/c
# Press releases submitted to print	18	n/c	16	n/c	34	n/c
Total print stories printed	13	n/c	16	n/c	29	n/c
Interviews with print outlets	11	n/c	16	n/c	27	n/c
Print Stories from interviews	7	n/c	17	n/c	24	n/c
Total number of print inputs	60	n/c	89	n/c	149	n/c
LOCAL TOTALS	133	n/c	210	n/c	343	n/c
n/c = not collected						
Consumer Impressions may be duplicated of	counts					

North Coast Local Contractors Reach of Media Advocacy Efforts for Federal Fiscal Year 05

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period		October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions	
LOCAL CONTRACTS	11		12				
# Feature Articles Submitted	13	n/c	9	n/c	22	n/c	
Total Feature Stories Run	10	n/c	9	n/c	19	n/c	
# Letters to Editor Submitted	6	n/c	1	n/c	7	n/c	
Total Letters to the Editor Run	5	n/c	0	n/c	5	n/c	
Total Editorial Board Meetings							
Attended	0	n/c	0	n/c	0	n/c	
LOCAL TOTALS	34	n/c	19	n/c	53	n/c	

n/c = not collected

North Coast Local Contractors Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

Reporting Period	October	October 1, 2004 -		April 1, 2005 -		Year Totals	
Reporting Period	March 3	31, 2005	Septembe	r 30, 2005	1 ear	iotais	
Activity	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions	
LOCAL CONTRACTS	11		12				
Grocery Stores							
# taste tests at grocery stores	1	25	1	25	2	50	
# grocery store tours	1	25	2	73	3	98	
# other grocery promotions	20	131,712	32	200,000	52	331,712	
Total Grocery Store Events	22	131,762	35	200,098	57	331,860	
Farmer's Markets							
# farmer's market taste tests	5	850	17	1,462	22	2,312	
# farmer's market tours	3	690	4	120	7	810	
# other farmers market events	3	760	34	3,818	37	4,578	
Total Farmers Market							
Events	11	2,300	55	5,400	66	7,700	

Reach of Sales Promotions Activities continued on the next page

$North\ Coast\ Local\ Contractors$ Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

Reporting Period		October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions	
LOCAL CONTRACTS	11		12				
Other Special Events							
# organized sports events	3	520	13	3,148	16	3,668	
# health fairs/festivals	14	2,920	50	41,791	64	44,711	
# community forums	2	140	3	98	5	238	
# federal food assistance	8	6,450	74	32,850	82	39,300	
# swap meets	0	0	1	150	1	150	
# open houses/back to school	26	3,326	18	2,250	44	5,576	
# speeches, conferences	15	1,696	4	244	19	1,940	
# of other events	43	12,941	22	54,466	65	67,407	
# radio remotes	2	8,100	0	0	2	8,100	
Total Special Events	113	36,093	185	134,997	298	171,090	
LOCAL TOTALS	146	170,155	275	340,495	421	510,650	

North Coast Local Contractors Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 3)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be included in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

D	October	1, 2004 -	April 1, 2005 -		Year Totals		
Reporting Period	March 3	31, 2005	Septembe	r 30, 2005	i ear	Teal Totals	
Activity	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Total Number of Classes / Activities	Total Consumer Impressions	
LOCAL CONTRACTS	11		12				
Classes and Trainings							
# nut ed classes conducted	4,905	135,095	3,570	221,525	8,475	356,620	
# provider training classes	47	575	46	752	93	1,327	
# pa-nut class	158	1,136	277	5,676	435	6,812	
# "other" classes	1,061	24,721	41	460	1,102	25,181	
Total Classes and Trainings	6,171	161,527	3,934	228,413	10,105	389,940	
Reach of Network Personal Sales	Activities for Loc	als on the follo	wing page				

Reach of Perso		Coast Loca ctivities Fed			e 2 of 3)	
Reporting Period	October March 3		April 1, September		Year Totals	
Activity	Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions		
LOCAL CONTRACTS Materials Distributed	11		12			
Other Nutrition Materials, Non- Network Produced						
# Other Program curriculum previously developed	4,545	n/c	349	n/c	4,894	n/c
# Other Program promotional item previously developed	11,351	n/c	10,203	n/c	21,554	n/c
# Other Program flyers, newsletters previously developed	4,650	n/c	1,541	n/c	6,191	n/c
# Other Program other types of materials previously developed	8,421	n/c	1,636	n/c	10,057	n/c
Total Other Nutrition Materials, Non-Network Produced	28,967	n/c	13,729	n/c	42,696	n/c
n/c = not collected Reach of Network Personal Sales Ac	etivities for Loc	eals on the follo	wing page			

North Coast Local Contractors Reach of Network Personal Sales Activities Federal Fiscal Year 05 (Page 3 of 3)

Reporting Period	October 1, 2004 - March 31, 2005		April 1 Septembe		Year Totals	
Activity	Quantity Distributed	Consumer Impressions	Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions
LOCAL CONTRACTS	11		12			
Food Stamp Materials						
Food Stamp Brochures	870	n/c	1,275	n/c	2,145	n/c
Food stamp awareness flyer	200	n/c	4,937	n/c	5,137	n/c
Food stamp recipes and tip sheets	420	n/c	4	n/c	424	n/c
CFPA food stamps work	400	n/c	24	n/c	424	n/c
To your health! food safety brochure	75	n/c	0	n/c	75	n/c
WIC materials	135	n/c	603	n/c	738	n/c
FSNEP, EFNEP materials	0	n/c	0	n/c	0	n/c
Summer Food Program information	25	n/c	10,495	n/c	10,520	n/c
USDA Eat Smart Play Hard	3,470	n/c	11,278	n/c	14,748	n/c
LIA FS or meal promotion flyer, fact sheet	500	n/c	30,538	n/c	31,038	n/c
Other info-educational materials	3,370	n/c	8,515	n/c	11,885	n/c
Total Food Stamp Materials	9,465	n/c	67,669	n/c	77,134	n/c
LOCAL TOTALS	44,603	161,527	85,332	228,413	129,935	389,940

n/c = not collected

North Coast Local Contractors Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)

Environmental change includes changes to the economic, social or physical environments.

Reporting Period	October March 3	1, 2004 - 31, 2005	_	April 1, 2005 - September 30, 2005		Totals
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
LOCAL CONTRACTS	11	100%	12	100%	12	100%
ENVIRONMENT						
Advocated for increased fruits and vegetables at local stores	2	18%	4	33%	3	26%
Developed partnerships to work towards environmental change	1	9%	9	75%	5	42%
Developed, maintained school or community garden	7	64%	9	75%	8	69%
Encouraged restaurants and grocery stores to carry culturally appropriate foods	2	18%	1	8%	2	13%
Improved food choices at functions	9	82%	10	83%	10	83%
Improved food choices in cafeteria	7	64%	7	58%	7	61%
Increased daily nutrition announcements	7	64%	9	75%	8	69%
Increased lighting, paths, times to promote biking and walking	4	36%	1	8%	3	22%
Initiated/Implemented salad bar program	6	55%	5	42%	6	48%
Limited access to high fat milk products	6	55%	4	33%	5	44%
Limited access to junk food	6	55%	8	67%	7	61%
Limited access to soda	7	64%	8	67%	8	65%
Made healthy snack carts available	7	64%	5	42%	6	53%
Replaced vending machine choices with healthier foods	5	45%	8	67%	7	56%
Worked to improve transportation from markets	0	0%	1	8%	1	4%

LOCAL TOTALS

Policy, Systems & Environment changes continue on the next page.

North Coast Local Contractors Reach of Policy Change Efforts for Federal Fiscal Year 05 (page 2 of 2)

Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.

Reporting Period		1, 2004 - 31, 2005	-	, 2005 - r 30, 2005	Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
LOCAL CONTRACTS POLICY	11	100%	12	100%	12	100%
Passed city ordinances that related to physical activity or nutrition	8	73%	10	83%	9	78%
Passed regulations that decreased or eliminated soda	4	36%	3	25%	4	31%
Policy changes related to Food Security	3	27%	1	8%	2	18%
Ratified rules about serving healthier foods at events	4	36%	2	17%	3	27%
Ratified rules to promote physical activity	0	0%	0	0%	0	0%
Worked towards creating laws that banned sponsorship from competitive foods	0	0%	2	17%	1	8%
Worked towards or responded to policies about food stamps, food security to food banks	4	36%	3	25%	4	31%
Worked with groups for policy agenda	1	9%	5	42%	3	25%
Wrote or responded to legislative bills pertaining to healthy eating or physical activity	0	0%	0	0%	0	0%
Other environmental changes	1	9%	0	0%	1	5%